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1. A method comprising:

storing an advertisement for playback with  
content; and

automatically replacing said stored  
advertisement.

2. The method of claim 1 wherein storing an  
advertisement for playback with content includes storing an  
advertisement in a separate memory location from said  
content.

3. The method of claim 2 including providing a  
marker in said content to indicate where the advertisement  
should be inserted.

4. The method of claim 3 including providing a  
pointer with said marker to locate the advertisement in  
memory.

5. The method of claim 4 including playing back  
stored content, identifying said marker and accessing the  
advertisement using said pointer.

6. The method of claim 1 wherein storing an  
advertisement includes determining whether an advertisement  
to be stored was previously stored.

1           7.    The method of claim 6 including maintaining a  
2   list of stored advertisements and comparing information  
3   about a new advertisement to information about  
4   advertisements listed on said advertisements list.

1           8.    The method of claim 7 including only storing an  
2   advertisement if it was not previously stored.

1           9.    The method of claim 1 wherein replacing said  
2   stored advertisement includes updating said stored  
3   advertisement.

1           10.   The method of claim 9 including obtaining  
2   information about when to update stored advertisements and  
3   automatically updating said stored advertisements in  
4   accordance with said information.

1           11.   The method of claim 9 including periodically,  
2   automatically updating said stored advertisements.

1           12.   An article comprising a medium storing  
2   instructions that enable a processor-based system to:  
3               store an advertisement for playback with content;  
4   and  
5               automatically replace said stored advertisement.

1        13. The article of claim 12 further storing  
2        instructions that enable the processor-based system to  
3        store an advertisement and content in separate memory  
4        locations.

1        14. The article of claim 13 further storing  
2        instructions that enable said processor-based system to  
3        provide a marker in said content to indicate where the  
4        advertisement should be inserted.

1           15. The article of claim 14 further storing  
2 instructions that enable said processor-based system to  
3 provide a pointer with said marker to locate the  
4 advertisement in memory.

1        16. The article of claim 15 further storing  
2        instructions that enable the processor-based system to  
3        playback stored content, identify said marker, and access  
4        the advertisement using said pointer.

1        17. The article of claim 12 further storing  
2        instructions that enable the processor-based system to  
3        determine whether an advertisement to be stored was  
4        previously stored.

1        18. The article of claim 17 further storing  
2 instructions that enable the processor-based system to  
3 maintain a list of stored advertisements and compare  
4 information about a new advertisement to information about  
5 advertisements listed on said advertisements list.

1           19. The article of claim 18 further storing  
2 instructions that enable the processor-based system to only  
3 store an advertisement if it was not previously stored.

1           20. The article of claim 12 further storing  
2 instructions that enable the processor-based system to  
3 automatically update said stored advertisement.

1           21. The article of claim 20 further storing  
2 instructions that enable the processor-based system to  
3 obtain information about when to update stored  
4 advertisements and automatically update said stored  
5 advertisements in accordance with said information.

1        22. The article of claim 20 further storing  
2        instructions that enable said processor-based system to  
3        periodically, automatically update said stored  
4        advertisement.

1        23. A system comprising:  
2            a processor-based device;  
3            a first random access storage, coupled to said  
4 processor-based device, to store content;  
5            a second random access storage, coupled to said  
6 processor-based device, to store an advertisement for  
7 playback with content; and  
8            a third random access storage, coupled to said  
9 processor-based device, to store instructions to enable  
10 said device to automatically replace said stored  
11 advertisement.

1        24. The system of claim 23 wherein said system is a  
2 set-top box.

1        25. The system of claim 23 wherein said first, second  
2 and third storages are part of the same memory.

1        26. The system of claim 23 wherein said third storage  
2 further stores instructions that enable said device to  
3 automatically provide a marker in said content to indicate  
4 where an advertisement should be inserted during playback  
5 of the content.

1        27. The system of claim 23 wherein said third storage  
2 further stores instructions that enable said device to

3 determine whether an advertisement to be stored was  
4 previously stored.

1 28. The system of claim 27 wherein said third storage  
2 stores instructions to enable said device to maintain a  
3 list of stored advertisements and compare information about  
4 a new advertisement to information about advertisements  
5 listed on said advertisements list.

1 29. The system of claim 28 wherein said device only  
2 stores advertisements that were not previously stored.

1 30. The system of claim 23 wherein said third storage  
2 stores instructions that enable said device to obtain  
3 information about when to update stored advertisements and  
4 automatically update said advertisements in accordance with  
5 the information.

1 31. The system of claim 23 wherein said third storage  
2 stores instructions that enable the device to automatically  
3 update said stored advertisement.

1 32. The system of claim 23 including a connection to  
2 a television distribution system.

1           33. A method comprising:  
2               storing an advertisement for playback with  
3       content; and  
4               determining whether an advertisement to be stored  
5       was previously stored.

1           34. The method of claim 33 including maintaining a  
2       list of stored advertisements and comparing information  
3       about a new advertisement to information about  
4       advertisements listed on said advertisements list.

1           35. The method of claim 33 including only storing an  
2       advertisement if it was not previously stored.

1           36. An article comprising a medium storing  
2       instructions that enable a processor-based system to:  
3               store an advertisement for playback with content;  
4       and  
5               determine whether an advertisement to be stored  
6       was previously stored.

1           37. The article of claim 36 further storing  
2       instructions that enable the processor-based system to  
3       maintain a list of stored advertisements and compare  
4       information about a new advertisement to information about  
5       advertisements listed on said advertisements list.

1        38. The article of claim 35 further storing  
2 instructions that enable the processor-based system to only  
3 store an advertisement if it was not previously stored.

1        39. A system comprising:  
2            a processor-based device;  
3            a first random access storage, coupled to said  
4 processor-based device, to store content;  
5            a second random access storage, coupled to said  
6 processor-based device, to store an advertisement for  
7 playback with content; and  
8            a third random access storage, coupled to said  
9 processor-based device, to store instructions to enable  
10 said device to automatically determine whether an  
11 advertisement to be stored was previously stored.

1        40. The system of claim 39 wherein said device only  
2 stores advertisements that were not previously stored.

1        41. The system of claim 40 wherein said third storage  
2 stores instructions that enable the processor-based device  
3 to maintain a list of stored advertisements and compare  
4 information about a new advertisement to information about  
5 advertisements listed on said advertisements list.



1           42. The system of claim 41 wherein said third storage  
2 further stores instructions that enable the processor-based  
3 device to only store an advertisement if it was not  
4 previously stored.